

Course Outline

Exploring Tourism

SMS Code	TBA	Directed Learning hours	60
Level	5	Workplace or Practical Learning hours	Nil
Credits	15	Self Directed Learning hours	90
Prerequisites	nil	Total Learning Hours	150
NQF Unit standards assessed in this course: nil			
This course approved in another Programme Yes Name of other Programme: NZDip Bus			

Aims

Students will understand concepts of the global tourism and hospitality industries, and apply this knowledge in the New Zealand context.

Learning Outcomes

At the successful completion of this course, students will be able to:

- 1 Understand the key terms and concepts associated with tourism and hospitality, and the nature of these industries.
- 2 Analyse the current status of tourism in New Zealand in terms of the factors that influence its growth and success.
- 3 Understand the roles of participants in the supply of the tourism product and their inter-relationships.
- 4 Understand the factors that affect the demand for tourism and hospitality, including the role of destination marketing.
- 5 Evaluate the impacts of tourism.

Content

- Key terms and concepts of the tourism and hospitality industries
- Trends and factors influencing the growth of tourism
- Structure of the tourism and hospitality industries in New Zealand
- Tourism supply and demand
- Role of marketing in tourism destination development
- Economic, social, cultural and environmental impacts of tourism
- Sustainable practice
- Investment issues related to New Zealand tourism

Assessment

Assessment Activity	Weighting	Learning Outcomes
Integrated assessments	90%	1-5
Weblog contribution	10%	1-5

Resources required:

Computer and Internet